

## **King's Flair awarded with 2013/14 Caring Company**

Hong Kong – Jan 2014 – King's Flair Development Limited, a company in household products design, development, engineering, and sales, today proud to announce being awarded the 2013/14 Caring Company Logos since 2010.

“Launched by The Hong Kong Council of Social Service (HKCSS) in 2002, the Caring Company Scheme (the Scheme) aims at cultivating good corporate citizenship. It is specifically geared to building strategic partnerships among businesses and non-profit organizations to create a more cohesive society.

Besides cultivating corporate social responsibility, the Scheme also endeavors to promote partnership between the business and the social welfare sectors. Through cross-sectored activities and exchanges, the two sectors can get to know and understand each other and develop community projects matching with community needs.

### **Mission**

To build a cohesive society by promoting strategic partnerships among business and social service partners and inspiring corporate social responsibility through caring for the community, employees and the environment.

### **Objectives**

- To raise public awareness of good corporate citizenship demonstrated by the business and public sectors and their contribution to a caring community.
- To motivate strategic partnership initiatives among the public, business and charitable organizations
- To recognize organizations which demonstrate good corporate citizenship”

For more information, please visit <http://www.caringcompany.org.hk>